

VANESSA VAN EDWARDS

THE **MOST IMPORTANT** SINGLE
INGREDIENT IN THE FORMULA
OF SUCCESS IS **KNOWING HOW**
TO GET ALONG WITH PEOPLE.

— PRESIDENT THEODORE ROOSEVELT

CONVERSATION



How to Connect with Anyone &
Make Every Interaction Count

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BESTSELLING AUTHOR OF CAPTIVATE AND CUES

I'M A SOCIAL VEGAN.
I AVOID MEET.

WHAT MAKES A
HIGH **IMPACT** LEADER?

Smarter? Extroverted? Attractive? Funny?
↓ ↓ ↓ ↓
LIKABLE
↑ ↑ ↑ ↑
Stylish? Wealth? Taller? Athletic?



The **most-liked**
students had the
longest list of other
people **they** liked.

*To be **likable** all
you have to do is
like more people.



Introverts Very Worried Right Now

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HABIT #2: ACTIVATE IMPACT

How can you help others
increase their impact?



* LEADERSHIP IS NOT ABOUT
SHOWING **YOUR** IMPACT.

IT'S HELPING OTHERS FEEL
THEY HAVE IMPACT.

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WHAT'S THE BEST WAY TO IMPROVE **PERFORMANCE**?

- a. Assign mentors
- b. Share daily gratitude statements
- c. Sit people near high performers

People who sit within
25 feet of a high performer
improve their own
performance by **15%**.



**Sitting within 25 feet of a
poor performer decreased
performance by 30%!**

- Are you a high or low performer?
- Who are your high & low performers?



HIGH IMPACT LEADERS
ACTIVATE HIGH PERFORMERS
& **ELEVATE** LOW PERFORMERS.

HI
*Human Intelligence



AI
*Artificial Intelligence



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HABIT #3: DISCOVER EXPERT POWER

The influence you command when you have unique skills or expertise in a highly valuable domain.

SKILL
BASED

KNOWLEDGE
BASED

PERSONALITY
BASED

Over 4,000 People School Students

BIG SKILLS

- Sales
- Marketing
- Writing

SMALL SKILLS

- Closing difficult leads
- LinkedIn Marketing
- Writing visionary internal comms newsletters

MICRO SKILLS

- Using a CRM software to pre-identify difficult leads
- Turning cold contacts into warm contacts on LinkedIn
- Writing client newsletters to warm-up old leads

WHO ARE THE 5 PEOPLE YOU
INTERACT WITH MOST?

1. _____ ▶ _____
2. _____ ▶ _____
3. _____ ▶ _____
4. _____ ▶ _____
5. _____ ▶ _____

EVERY SINGLE PERSON YOU WORK
WITH SHOULD HAVE A **CLEARLY**
DEFINED EXPERT POWER.

➔ And it should be celebrated!

"____ is your go-to person for..."

"You are our **resident expert** on..."

"I always know I can count on you to...
Thank you for your expertise."

"IF YOU JUDGE A **FISH** BY
ITS **ABILITY TO CLIMB** A
TREE, IT WILL LIVE ITS
WHOLE LIFE **BELIEVING**
THAT IT'S A **FAILURE**."

WE DON'T ASK THE **CEO OF
IKEA** TO **BUILD A DRESSER**
IN HIS JOB INTERVIEW.

➔ **Right** skills, **right** role.

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IF YOU WANT TO
CHANGE THE WAY
PEOPLE RESPOND TO
YOU, CHANGE THE
WAY YOU RESPOND
TO PEOPLE.

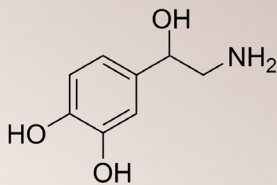
HABIT #4: SPARK WINS

1
FORMAL
DIRECTIONS

2
DIRECTIONS
WITH "WIN"
WORDS

2
DIRECTIONS
WITH "WIN"
WORDS

PERFORMED LIKE
WINNERS



DOPAMINE

Gifts excitement & motivation

What are the **first 5 words** you say?

What's the **first question** you ask?

- What's your **win**?
- What's **good**?
- **Success** from the day?
- What's your **expert power**?



Listen for reasons to
like them more.

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When you nod **yes**, the other person speaks **67% more**.

HOW TO BE A **HIGH-IMPACT** LEADER...

- Gift liking & hunt for **good**.
- Harvest expert power with those who **matter** most.
- Everyone is a **winner**. Remind them.

BONUS:
HARNESS YOUR
EXCITEMENT

1
JUST SING
69%

2
"I'M NERVOUS"
53%

3
"I'M EXCITED"
80%

I'M **EXCITED!**

I **LIKE** YOU.